

PLAYERS LIGHTS 25's  
**5** extra per pack!

What a catch!



25 for the  
price of 20.

Kings  
& 100's  
Regular and  
Menthol



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80's, suggested pricing based on full-price brands

Kings: 10 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.  
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.